

1. A method for the broadcasting of multimedia contents to mobile terminals wherein a server for the broadcasting of multimedia contents implements the following steps:

- the storage in a contents memory of at least one set of multimedia contents,
- the assigning of a service identifier to each set of stored multimedia contents,
- the association with each service identifier of at least one identifier of a geographical zone,
- for a set of multimedia contents, the production of at least one broadcasting message, and the broadcasting of this message to the geographical zone associated with the multimedia contents, the short broadcast message comprising an identifier/address associated with the multimedia contents and the service identifier.

2. A method according to claim 1, wherein the multimedia contents are obtained through a configuration message sent out by a server of a distributor of multimedia contents, the configuration message comprising at least one updating instruction code and a set of multimedia contents.

3. A method according to claim 1, wherein the association of a geographical zone and of a set of multimedia contents is updated following the reception, by the broadcasting server, of a configuration message comprising an association of a set of multimedia contents and an address of a geographical zone.

4. A method according to claim 1, wherein the broadcasting server also implements the following steps :

- the reception of a request for the retrieval of a set of multimedia contents, the retrieval request comprising an identifier of the origin of the request and an identifier of multimedia contents,
- the production of a response message comprising the multimedia contents,
- the sending of the response message to the equipment

identified by the identifier of the origin of the request.

5. A method according to claim 4, wherein the broadcasting server increments a counter associated with a set of multimedia contents for each request for the retrieval of the multimedia contents.

6. A method according to claim 4, wherein the broadcasting server updates a list of customers, said list being associated with an identifier of multimedia contents whenever a client sends out a request for retrieval of said multimedia contents.

7. A method according to claim 1, wherein a short broadcast message comprises at least one field so that the processing of the short broadcast message is assigned to an specific application on a mobile terminal that is a destination of the short broadcast message.

8. A method according to claim 1, wherein the broadcasting server also implements the following steps:

- the reception of a statistics retrieval message, the retrieval message comprising an identifier of a set of multimedia contents and an identifier of the equipment from which the retrieval message originates,

- the production of a response message comprising statistics associated with the identifier of the multimedia contents,

- the sending of the response message to the equipment identified by the identifier of the origin of the retrieval message.

9. A method for the broadcasting of multimedia contents to mobile terminals wherein a mobile terminal implements the following steps:

- the reception of a short message comprising a processing instruction code corresponding to a broadcasting of a set of multimedia contents, a service identifier and an identifier/address of a set of multimedia contents,

- the determining of the relevance of a short message received as a function of the service identifier and a configuration memory of the mobile telephone,

- if the message is relevant, the production, from the

identifier/address of the multimedia contents, of a request for the retrieval of the multimedia contents the sending of the retrieval request and then the processing of the response to the retrieval request.

10. A method according to claim 1, wherein the response to a request for the retrieval of a set of multimedia contents is an MMS type message.

11. A method according to claim 1, wherein the response to the request for the retrieval of a set of multimedia contents is an automatic call from the terminal that has requested the multimedia contents, the multimedia contents being broadcast during this call.

12. A device for the broadcasting of multimedia contents to mobile terminals, comprising:

- means for the recording of at least one set of multimedia contents to be broadcast,

- means to associate a service identifier with each set of stored multimedia contents,

- means to associate at least one identifier of a geographical zone with each service identifier,

- means for broadcasting short broadcast messages within a geographical zone associated with the multimedia contents, a short broadcast message comprising an identifier/address associated with the multimedia contents, and the service identifier,

- means to send short broadcast messages produced.